

MID SUSSEX DISTRICT COUNCIL

Planning Committee

16 JAN 2020

RECOMMENDED FOR PERMISSION

**Burgess Hill**

DM/19/3148



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**FORMER ROYAL BRITISH LEGION HALL 30 CYPRUS ROAD BURGESS HILL WEST SUSSEX**

**ADVERTISEMENT: BUILDING NAME 'BEEHIVE' IN BRICK LETTERING LIT BY SPOTLIGHTS TO NORTH AND SOUTH FACADES. BUILDING NAME 'BEEHIVE' IN 3-DIMENSIONAL INTERNALLY-LIT LETTERING TO WEST FAÇADE LED ILLUMINATED DE-SCALED STAINLESS STEEL**

**LETTERS FINISHED IN METALLIC BRONZE COLOUR WITH TRANSLUCENT PERSPEX FACES. 3NO. INTERNALLY ILLUMINATED POSTER PANELS TO EAST FAÇADE. 1NO. INTERNALLY ILLUMINATED POSTER PANEL TO SOUTH FAÇADE. 1NO. INTERNALLY ILLUMINATED POSTER PANEL TO WEST FAÇADE. 2NO. INTERNALLY ILLUMINATED POSTER PANELS MOUNTED ON FREESTANDING GLAZED BRICK 'FIN' NORTH OF CYPRUS HALL WITH 'BEEHIVE/CYPRUS HALL' LETTERING TO SIDE EDGE. 2 NO. INTERNALLY ILLUMINATED POSTER PANELS MOUNTED ON FREESTANDING GLAZED BRICK 'FIN' SOUTH OF CYPRUS HALL WITH 'CYPRUS HALL' LETTERING TO SIDE EDGE.  
MR STEVEN CRIDLAND**

POLICY: Brownfield Land / Built Up Areas / District Plan Policy / Aerodrome Safeguarding (CAA) / Radon Gas Safeguarding Zone / Sewer Line (Southern Water) / SWT Bat Survey /

ODPM CODE: Advertisements

8 WEEK DATE: 29th November 2019

WARD MEMBERS: Cllr Robert Eggleston / Cllr Tofojjul Hussain /

CASE OFFICER: Andrew Watt

### **PURPOSE OF REPORT**

To consider the recommendation of the Divisional Leader for Planning and Economy on the application for advertisement consent as detailed above.

### **EXECUTIVE SUMMARY**

Advertisement consent is sought for various signage on a new entertainment and community venue building, for which planning permission is sought separately.

The application is being determined at committee level as Mid Sussex District Council owns the northern part of the site.

The proposed signage is considered to be appropriate in terms of the design and would not detract from the appearance of the surrounding area. There would also not be an adverse impact on highway safety as a result of the development. The proposal is therefore considered to comply with the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and paragraph 132 of the NPPF.

## **RECOMMENDATION**

It is recommended that the application be approved subject to the conditions set out in Appendix A.

## **TOWN COUNCIL OBSERVATIONS**

OBSERVATIONS: Recommend Approval

## **LETTERS OF REPRESENTATIONS**

5 letters of objection:

- Is the uplighting really required?
- Dimmer and timing controls should be fitted
- Excessive light pollution, glare and wasted energy
- Distracting to drivers as they go past
- Design and even presence of lighting is unneighbourly
- Direct intrusion into homes opposite, with lights shining into bedrooms

1 letter of support from the Theatres Trust: considers the proposed signage and lighting appropriate for this location, being contemporary in nature while being sensitive to the amenity of surrounding properties. Poster boards can also be considered a vital element of the appearance and character of theatre buildings, helping to raise awareness of upcoming shows and events.

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## **INTRODUCTION**

Advertisement consent is sought for various signage on a new entertainment and community venue building, for which planning permission is sought separately.

## **RELEVANT PLANNING HISTORY**

In June 1998, advertisement consent was granted for 1 no. fascia sign to the rear of the club premises (BH/092/98).

An application for planning permission has been submitted alongside this one and is being reported to this same committee for determination (DM/19/3138).

## **SITE AND SURROUNDINGS**

The site consists of a vacant 2-storey flat-roofed building occupying a sloping plot between Cyprus Hall to the east and the Constitutional Club to the west. Its frontage is onto Cyprus Road, with residential dwellings opposite, and backs onto the council-owned car park.

In policy terms, the site is located within the Town Centre Boundary as defined in the Mid Sussex District Plan and within the Civic and Cultural Quarter as defined in the Burgess Hill Neighbourhood Plan. Cyprus Hall, adjoining the site to the north-east, is identified as a Building of Merit in the Burgess Hill Neighbourhood Plan (Policy H1). Land immediately north (part of the existing car park) is allocated for housing development.

## **APPLICATION DETAILS**

Advertisement consent is sought for various signage on a new entertainment and community venue building, as follows:

- Building name 'Beehive' in vertical brick lettering lit by spotlights to north and south facades (3.4m high by 0.95m wide)
- Building name 'Beehive' in 3-dimensional internally-lit lettering to west façade LED illuminated de-scaled stainless steel letters finished in metallic bronze colour with translucent perspex faces (1.4m high by 5m wide)
- 3no. internally illuminated poster panels to east façade (1.1m wide by 1.6m high)
- 1no. internally illuminated poster panel to south façade (1.1m wide by 1.6m high)
- 1no. internally illuminated poster panel to west façade (1.1m wide by 1.6m high)
- 2no. internally illuminated poster panels mounted on freestanding glazed brick 'fin' north of Cyprus Hall with 'Beehive/Cyprus Hall' lettering to side edge (0.65m wide by 0.9m high)
- 2 no. internally illuminated poster panels mounted on freestanding glazed brick 'fin' south of Cyprus Hall with 'Cyprus Hall' lettering to side edge (0.65m wide by 0.9m high)

## **POLICY CONTEXT**

### **Legislation**

Town and Country Planning Control of Advertisements) (England) Regulations 2007

### **Mid Sussex District Plan (Mar 2018)**

No policies are considered to be relevant.

### **Burgess Hill Neighbourhood Plan (Jan 2016)**

No policies are considered to be relevant.

### **National Policy and Other Documents**

#### **National Planning Policy Framework (NPPF) (Feb 2019)**

The National Planning Policy Framework (NPPF) 2019 is also a material consideration and paragraph 132 is considered to be relevant to this application.

## **ASSESSMENT**

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that:

*'a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account: (a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors'.*

Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest; and factors relevant to public safety include the safety of persons using any highway (amongst others) and whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign (amongst others).

Paragraph 132 of the NPPF states that *'the quality and character of places can suffer when advertisements are poorly sited and designed ... Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

The proposed signage will be visible on each elevation, and prominently so at high level on the flanks in particular. However, this is a town centre site which will be viewed in context with other community uses as well as residential dwellings. In relation to the building itself, the advertisements are considered to be appropriate in size, design and siting, so would not detract from the amenity of the area.

With regards to the impact on public safety, the signage proposed is there to show the location of this building, which will be a key element in the regeneration of the town centre - and this justifies its illumination. It is not considered there would be any significant harm to highway safety as a result of the proposal.

## **CONCLUSION**

The proposed signage is considered to be appropriate in terms of the design and would not detract from the appearance of the surrounding area. There would also not be an adverse impact on highway safety as a result of the development. The proposal is therefore considered to comply with the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and paragraph 132 of the NPPF.

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## **APPENDIX A – RECOMMENDED CONDITIONS**

1. The advertisement consent hereby granted expires at the end of the period of five years from the date of this notice.

Reason: To accord with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public..

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To comply with Regulations 13(1)(b) and Schedule of the above regulations.

3. **Approved Plans**

The development hereby permitted shall be carried out in accordance with the plans listed below under the heading "Plans Referred to in Consideration of this Application".

Reason: For the avoidance of doubt and in the interest of proper planning.

## INFORMATIVES

1. In accordance with Article 35 of the Town and Country Planning (Development Management Procedure) (England) Order 2015, the Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

### **Plans Referred to in Consideration of this Application**

The following plans and documents were considered when making the above decision:

<b>Plan Type</b>	<b>Reference</b>	<b>Version</b>	<b>Submitted Date</b>
Location Plan	170289-AED-BH-00-DR-A-0001	-	05.08.2019
Block Plan	170289-AED-BH-00-DR-A-0002	P2	05.08.2019
Proposed Floor Plans	170289-AED-BH-B1-DR-A-0004	-	05.08.2019
Proposed Floor Plans	170289-AED-BH-B1-DR-A-0501	P2	05.08.2019
Proposed Floor Plans	170289-AED-BH-00-DR-A-0502	P3	05.08.2019
Proposed Elevations	170289-AED-BH-XX-DR-A-0701	P2	05.08.2019
Proposed Elevations	170289-AED-BH-XX-DR-A-0702	P4	05.08.2019
Proposed Elevations	170289-AED-BH-XX-DR-A-0703	P1	05.08.2019
Proposed Elevations	170289-AED-BH-XX-DR-A-0704	P2	05.08.2019
Proposed Elevations	170289-AED-BH-XX-DR-A-0705	P1	05.08.2019
Proposed Floor Plans	170289-AED-BH-00-DR-A-0005	-	05.08.2019

### **APPENDIX B – CONSULTATIONS**

#### **Parish Consultation**

OBSERVATIONS: Recommend Approval